



## **News Advisory**

**For Immediate Release**  
Tuesday, November 13, 2007  
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### **Body Bags to Line Main Street Thursday**

**WHAT:** To mark the Great American Smokeout, The Phoenix Alliance—Utah’s youth anti-tobacco revolution—will show Utahns how many people die from tobacco products every day in this country.

**WHO:** The Phoenix Alliance  
Salt Lake County’s Teen Advocates Against Tobacco  
Utah County Outrage  
Weber/Morgan Health Department’s Governing Youth Council  
Comunidades Unidas  
Pacific Islander Ethnic Network.

**WHEN/** Thursday, November 15, 2007

**WHERE:** 4:00 to 6:00 p.m.  
TRAX Line on Main Street  
Between 100 and 400 South  
Salt Lake City, Utah

6:00 to 7:00 p.m.  
On South Temple (next to the Energy Solutions Arena)  
Between 200 and 300 West  
Salt Lake City, Utah

**WHY:** The Phoenix Alliance works to educate the public to “see through the smoke” and not be manipulated by the tobacco industry. The group’s new campaign, “Don’t Buy Their Bull,” spreads the word about tactics used by the smokeless tobacco industry to infiltrate Utah’s college and university campuses.

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**MEDIA  
NOTE:** Photo and interview opportunities will be available at either location and time.